TRADEIT
Support for the Traditional Food Sector

Farmhouse and Artisan Cheese & Dairy Producers European Network

Centre for Agroecology, Water & Resilience

The benefits of Short Food Supply Chains, highlights of the TRADEIT project and opportunities for collaboration

FACE Network Congress, Worksop, 27th October 2016

Tess Lukehurst
Business Delivery Manager
Tlukehurst@cad.coventry.ac.uk

Dr. Luke Owen
Senior Research Assistant
Luke.Owen@coventry.ac.uk

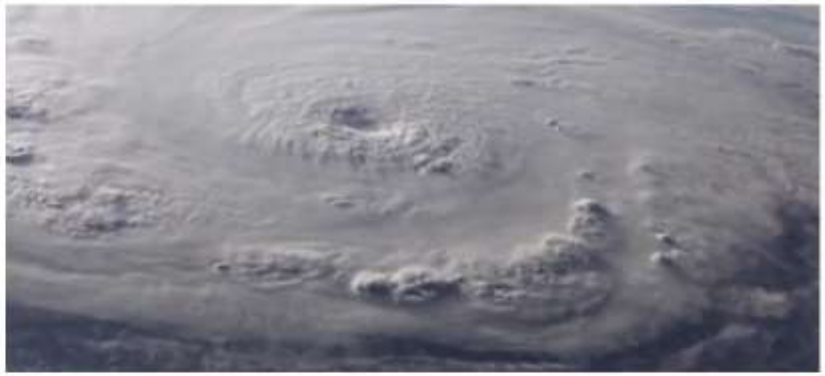
EXCELLENCE WITH IMPACT

Coventry University

Overview of CAWR & Coventry University

Centre for Agroecology, Water & Resilience

RESILIENT FOOD AND WATER SYSTEMS IN PRACTICE



FUNDAMENTAL PROCESSES AND RESILIENCE

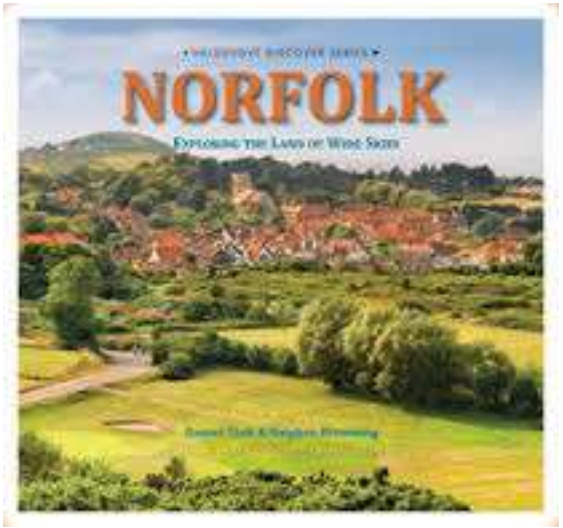
COMMUNITY SELF-ORGANISATION FOR RESILIENCE

POLICIES AND INSTITUTIONS FOR RESILIENT FOOD & WATER

1. Introduction

"Where anonymous industrial food comes out of a black box, local is clearly related to a place and to people." *(Forney and Häberli 2014: 17)*

What does a 'short food chain' mean to you?



2. What are ‘short’ food chains and local food systems?

- **<u>Short food chains are characteristics of local food systems</u>**

HOWEVER…

- **Local = *relational*…**
- **multiple definitions**
  - FARMA 30-50-100 miles

- **‘Short’ is ‘tricky’ to define**
  - How ‘far’ or ‘long’? How many intermediaries?

- No consensus in UK, but:
- French Ministry of Agriculture define short as **0-1 intermediaries between agricultural producer and consumer** (Chiffoleau 2009, Aubry and Kebir 2013

Short Chains: KEY INFO

Short food chains occur through:

- **Geographical / spatial proximity** (less distance, localities)
- **Social proximity** (strong interpersonal social relations, less intermediaries)

Types:
'Face-to-face' (direct) →→→ **'Extended'** (indirect) chains with intermediary

Short and local perceived to have better
QUALITY,
SPECIALITY CHARACTERISTICS (e.g. *"terroir"*),
TRUSTWORTHINESS.

- Increasing demand for **traceability, transparency** since 90s
- E.g. 'food scares' 'horsemeat scandal'

3. What are the benefits and impacts?
Demand

Campaign for the Protection of Rural England (CPRE) study, 2012:

The main reasons for shoppers buying local food were:

- **Supporting local farmers and producers** (56%)
- **Quality** (54%)
- **Supporting the local economy** (51%)
- **Taste (41%)**
- Food miles (34%)
- Value for money (19%)
- Seasonal Food (19%)

"The perceived high quality of regional food and drink is by far the most important factor in positively influencing the behaviour of buyers, followed by area"

(Socio-Economic Research and Intelligence Observatory, 2008: xi)

3. Why operate through Short(er) Chains?
Broader impacts and benefits

- **Farm Shops** thought to support **36,000 employees**, many part-time (based on average 9 per shop)
  Estimated that **local food networks** could support **137,000** jobs in England *(CPRE 2012).*

- **Every £1 spent on an organic box scheme contributed £2.59 to local economy**, defined as 15 mile radius from farm.
  This compared to £1.40 for every £1 spent in a supermarket *(Boyde 2001)*

- **Reduced 'food miles'** – although contested… (Edwards-Jones et al. 2008)
  Depends on 'local', inputs

TRADEIT

Innovation and Traditonal Food Producers

27th October, 2016

Tess Lukehurst

IMPACT?

"I see journal articles, patents, legal fees and then... nothing."

“Tradition is a challenge to innovation”
Alvero Siza Viera


“Innovation is change that unlocks new value”
Jamie Notter

TRADEIT

MURPHY'S
HANDMADE IN DINGLE

Murphy's Ice Cream is produced in Dingle by brothers Kieran and Sean Murphy. Using the finest local ingredients Murphy's have produced a unique range of ice-creams which are now available from their shops in Ireland and… most recently, Majorca.

To reach their shop in Majorca, Murphy's Ice Cream has to pass through several sets of hands on its way from one Island to the other. They had to be sure that the temperature of the ice cream is constantly controlled and monitored.

The Company

The Problem

MURPHY'S HANDMADE IN DINGLE Solution: blulog

blulog

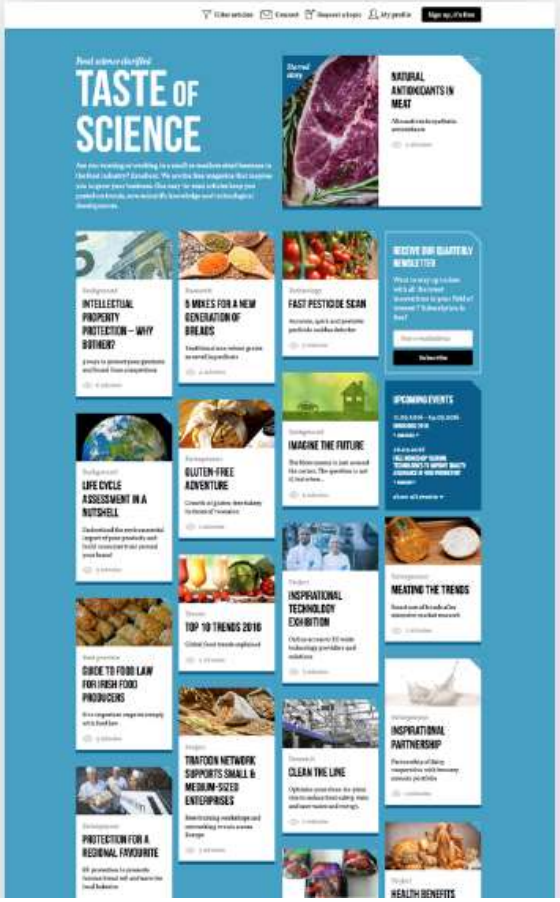
Blulog supplied Murphy's with credit card sized data loggers that are now included in each shipment of ice cream from Dingle to Majorca. The logger sends 'vital statistics' every 10 minutes. This data can be downloaded and analysed by Murphy's at any time. If the conditions deviate from any of the parameters set for the shipment, the customer will get a SMS alert, telling them that the shipment is approaching one of its limits.

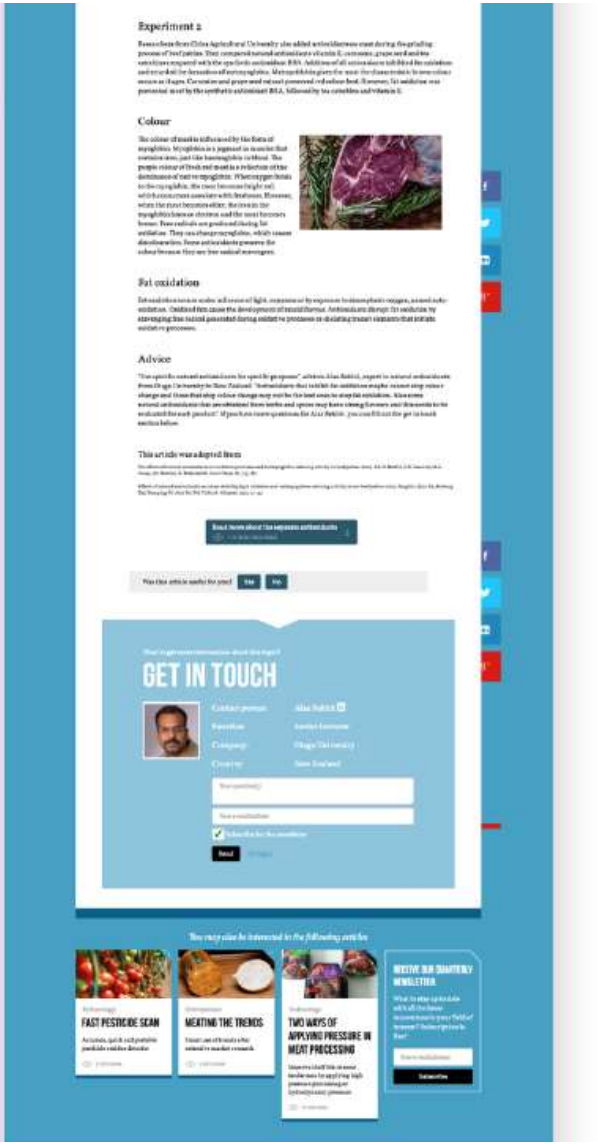
Multiple Routes To Innovation

Small Business Technology Transfer and Research (SBTTR)

1. Company Audits (1354)
2. Technology Profiles (635)
3. Brokerage Events and Missions (935)
4. Matching technology offers to need (SBTTR 3+ 229)
5. Supporting contract development and collaboration (50+)

tasteofscience.com





TRADEIT

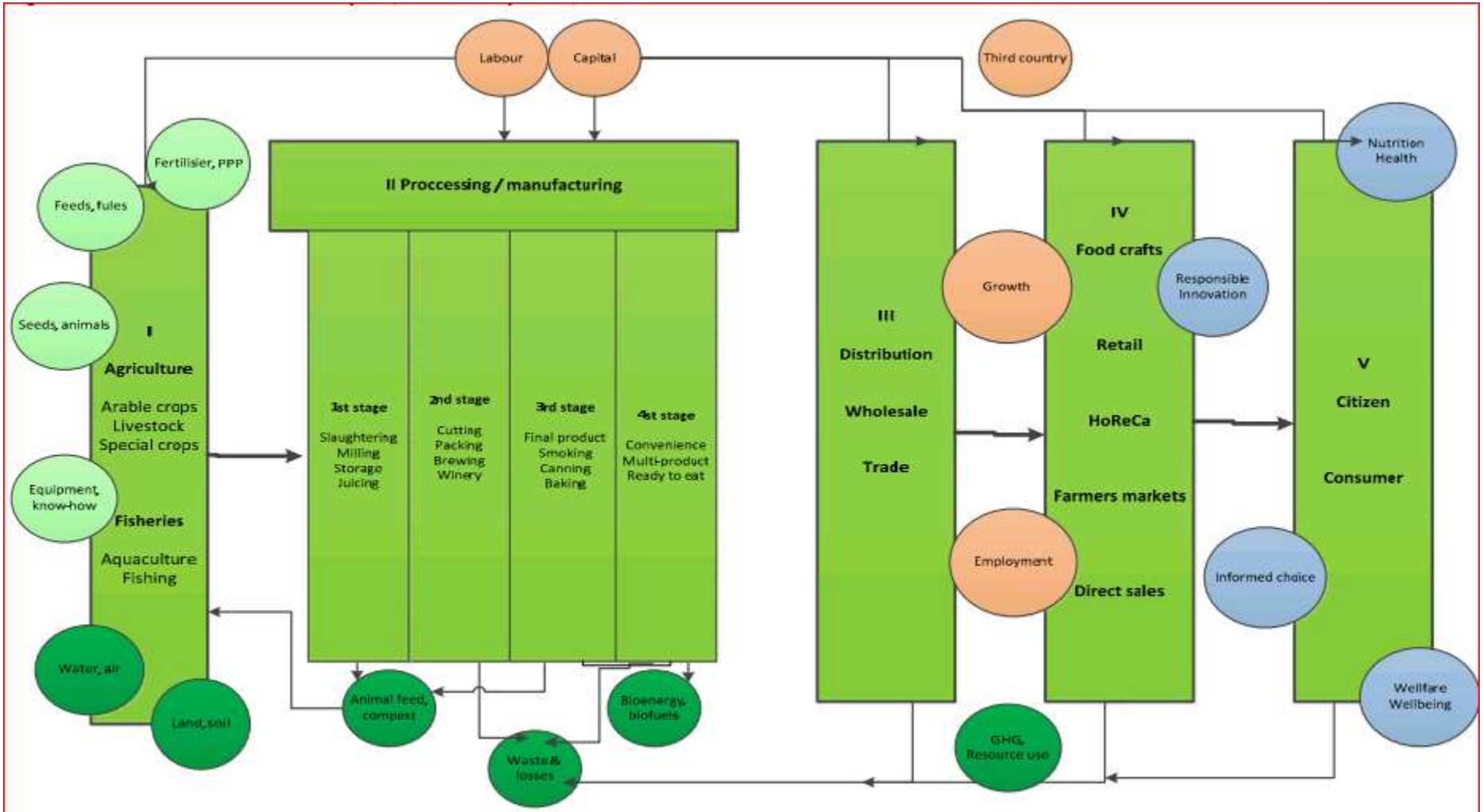
SEVENTH FRAMEWORK PROGRAMME

Key Messages

Technology transfer and innovation happen in a range of sometimes unexpected ways.

Future Collaborations

Call SFS-34-2017: "Innovative agri-food chains: unlocking the potential for competitiveness and sustainability"
> €6,000,000



Key: Inputs/outputs by colour (circles): light green (primary production), dark green (environment), red (socio-economic), blue (public health and consumer welfare).

Thank you

6. Questions and discussion

Tess Lukehurst

Business Delivery Manager
Coventry University Enterprises
Coventry University

Email:
Tlukehurst@cad.coventry.ac.uk

Twitter: **@tradeitnetuk**

Dr. Luke Owen

Senior Research Assistant
Centre for Agroecology, Water and Resilience

Email:
Luke.Owen@coventry.ac.uk

Twitter: **@LukeOwen86**

LinkedIn:
www.linkedin.com/in/lukeowen1